

## **BOCs IN EDI ISSUES**

- ⊕ **Deregulation**
- ⊕ **ONI/CEI**
- ⊕ **Marketing!**
  - How to sell it
  - Who to sell to

INPUT

**Notes:**

**EQUAD-BS1**



## **BOCs IN EDI**

# **AMERITECH SERVICES**

- ⊙ **DOMINI**
  - **EDI, E-Mail, Computer conferencing**
  - **Minitel environment**
  - **Joint R&D trial with GFI**

**INPUT**

**Notes:**

**EQUAD-BS2**



## **BOCs IN EDI OPPORTUNITIES**

- ⊕ **Local area EDI via LADT**
- ⊕ **Wide area EDI agents**
- ⊕ **Industry association clearinghouse**
- ⊕ **As users**

INPUT

**Notes:**

**EQUAD-BS3**



Dear Reader:

I thought you would appreciate the enclosed copies of INPUT's EDI Reporter. They contain news about Sterling Software's Ordernet services.

The EDI Reporter provides valuable information on trends, directions, enhancements to basic services, user case studies, software offerings, and international EDI developments. Each month's issue of 8-12 pages contains insightful articles, news, and analysis:

- **Interviews** with network and software vendors about their products and the market for them.
- **Mini case studies** describing real life EDI implementations.
- **Backgrounders** on EDI enhancements and future directions.
- A comprehensive calendar of **EDI seminars**, association meetings, and international conferences, with reports on many of these events.

**Career enhancing information  
from the leading EDI research firm!**

The EDI Reporter is published by INPUT, a highly respected, independent research firm. We have full-time, professionally qualified consultants in California, New York, Washington, D.C., and Europe, with correspondents and readers worldwide. The EDI Reporter draws on our international communications and computer services research and, most specifically, ongoing focused EDI research. We are substantial and we are qualified.

A 12-month subscription is \$195. You will receive the latest U.S. and international news, EDI implementation briefs, the EDI Calendar of Events, seminar reports, interviews, highlights from our market studies, and, most importantly, **an insider's perspective on EDI** giving you **vital background information**--the nitty gritty of the industry--to help you make your EDI decisions with knowledge and with confidence. A business reply order form is enclosed.

.....more





If you are serious about EDI, you will appreciate, and look forward to receiving, the EDI Reporter each month. Let us hear from you soon.

Sincerely,

A handwritten signature in black ink, appearing to read "Victor S. Wheatman", written in a cursive style.

Victor S. Wheatman  
Manager, EDI Planning Service

P.S. Now is a particularly opportune time to subscribe. To better reflect the value contained in its pages, INPUT's Executive Committee has approved a substantial price increase for the EDI Reporter effective with the new year. Subscribe (or renew) now to lock in a career enhancing investment in EDI information. Return your order form immediately or, for faster service, call our offices: (415) 961-3300 in California or (201) 299-6999 in New Jersey.



**INPUT<sup>®</sup>**  
**Eleventh Annual Study**

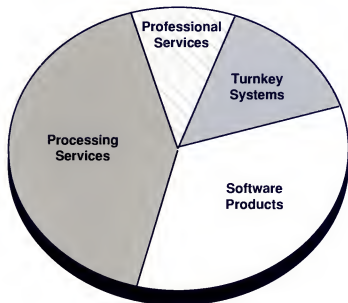
**1987**

# **Information Services Industry Report**

**Processing/Network Service • Software Products • Professional Services • Turnkey**



### *Increase your share of this \$55 billion market . . .*



Information Services Industry  
User expenditures 1986

For more than ten years, leading information services vendors have relied upon INPUT's research-based analysis and forecast of this fast changing industry.

This eleventh annual industry report analyzes the plans and performance of hundreds of market participants to reveal:

- ☐ The size of the information services industry.
- ☐ The size of your target market.
- ☐ What services yield the highest growth.
- ☐ How your growth rate compares to industry averages.
- ☐ Which markets offer the greatest potential for future growth.
- ☐ Effective marketing strategies.
- ☐ Analyses of key vendors within each service type.
- ☐ Revenue and net income of public companies by service type.
- ☐ Performance comparisons by size of company.

INPUT is the sole source of this comprehensive industry examination.

## STUDY CONTENTS

### **Executive Overview**

- Information Services Vendors, 1986
- Industry Trends and Directions
- Public Company Analysis
- Industry Forecasts, 1987-1992

### **Information Services Marketplace**

- Overview
- Revenue Distribution by Mode of Service
- Growth Rates by Type and Size of Company
- Revenue and Growth Rates by Mode of Service and Type of Company

### **Public Company Analysis**

- Sample of Public Companies by Service Mode
- Revenue and Net Income Performance, 1983-1986
- Major Public Companies' Market Shares
- Case Study Analysis of Selected Success Stories

### **Processing/Network Services Sector Analysis**

- Processing/Network Services Market, 1986
- Revenue and Net Income Performance
- EDI Market and Trends
- VAN Market and Trends
- Public Company Competitive Analysis

### **Software Products Sector Analysis**

- Software Products Market, 1986
- System Software Market and Trends

- Application Software Market and Trends

- Revenue and Net Income Performance
- Public Company Competitive Analysis

### **Professional Services Sector Analysis**

- Professional Services Market, 1986
- Commercial Market Trends
- Federal Government Market Trends
- Revenue and Net Income Performance
- Public Company Competitive Analysis

### **Turnkey Systems Sector Analysis**

- Turnkey Systems Market, 1986
- Industry Specific Market Trends
- Cross Industry Market Trends
- Revenue and Net Income Performance
- Public Company Competitive Analysis

### **Western Europe Information Services Marketplace**

- Western European Market, 1986
- Western European Market by Delivery Mode
- Western European Markets by Major Country

Reap the benefit of months of primary research and hard data gathered from 1,000 interviews with vendors of all sizes and service types at only a fraction of the cost you would incur to perform this research yourself! Order form enclosed.



## Offices

### **Headquarters**

1280 Villa Street  
Mountain View, CA 94041  
(415) 961-3300  
Telex 171407

### **Washington, D.C.**

8298 C, Old Courthouse Rd.  
Vienna, VA 22180  
(703) 847-6870

### **New York**

Parsippany Place Corp. Center  
Suite 201  
959 Route 46 East  
Parsippany, NJ 07054  
(201) 299-6999

### **United Kingdom**

INPUT  
41 Dover Street  
London W1X3RB  
England  
01-493-9335

## Order Form

### **Information Services Company and Market Analysis**

TO: INPUT, 1280 Villa Street, Mountain View, CA 94041-1194, (415) 961-3300

**YES**, I want to take advantage of INPUT's unique offer to the investment community. Please sign me up for the service option checked below.

- ☐ Market Analysis/Forecast Report of my choice, plus two other reports, INPUT's inquiry service, and 30% off on all INPUT Conferences/Seminars for twelve months, beginning upon authorization at the fee of \$2,495.
- ☐ Market Analysis/Forecast Report of my choice, plus four other reports, INPUT's inquiry service, and 30% off on all INPUT Conferences/Seminars for twelve months, beginning upon authorization at the fee of \$4,495.
- ☐ Please have an INPUT representative call me about additional services.

Authorized By:

Client Organization \_\_\_\_\_

Address \_\_\_\_\_

Signature \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Telephone \_\_\_\_\_ Date \_\_\_\_\_

Accepted By INPUT;

Signature \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_

**INPUT®**

## Order Form

### **Information Services Company and Market Analysis**

TO: INPUT, 1280 Villa Street, Mountain View, CA 94041-1194, (415) 961-3300

**YES**, I want to take advantage of INPUT's unique offer to the investment community. Please sign me up for the service option checked below.

- ☐ Market Analysis/Forecast Report of my choice, plus two other reports, INPUT's inquiry service, and 30% off on all INPUT Conferences/Seminars for twelve months, beginning upon authorization at the fee of \$2,495.
- ☐ Market Analysis/Forecast Report of my choice, plus four other reports, INPUT's inquiry service, and 30% off on all INPUT Conferences/Seminars for twelve months, beginning upon authorization at the fee of \$4,495.
- ☐ Please have an INPUT representative call me about additional services.

Authorized By:

Client Organization \_\_\_\_\_

Address \_\_\_\_\_

Signature \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Telephone \_\_\_\_\_ Date \_\_\_\_\_

Accepted By INPUT;

Signature \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_

**INPUT®**





Part of 6th #2

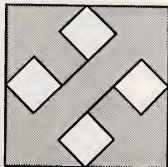
If you are serious about EDI, you will appreciate, and look forward to receiving, the EDI Reporter each month. Let us hear from you soon.

Sincerely,



Victor S. Wheatman  
Manager, EDI Planning Service

P.S. Now is a particularly opportune time to subscribe. To better reflect the value contained in its pages, INPUT's Executive Committee has approved a substantial price increase for the EDI Reporter effective with the new year. Subscribe (or renew) now to lock in a career enhancing investment in EDI information. Return your order form immediately or, for faster service, call our offices: London - (01) 493-9335, Telex 27113, Fax 441-629-0179; California - (415) 961-3300, Telex 171407, Fax (415) 961-3966.




# INPUT<sup>®</sup> EDI Reporter

---

A Monthly Publication from INPUT'S EDI Planning Service



# INPUT<sup>®</sup> EDI Reporter

---

## A Monthly Publication from INPUT'S EDI Planning Service

---

There is no doubt about it--EDI is getting bigger. One of our U.S. network clients confided that if you annualized his increased revenue over two months late this year, his company would have a 1,000% growth rate! While it is unlikely (but not impossible) that such momentum will be sustained, the pattern is clear:

- EDI is **big news**.
- It will **change** the way you do business.
- In many industries, it will be **required**.
- **You need market-based information** to plan your response.

A cost effective way to keep informed is to subscribe to INPUT's EDI Reporter. Each month's issue of 8-12 pages contains insightful articles, news, and analysis:

- **Interviews** with network and software vendors about their products and the market for them.
- **Mini case studies** describing real life EDI implementations.
- **Backgrounders** on EDI enhancements and future directions.
- A comprehensive **calendar of EDI seminars**, association meetings, and international conferences, with reports on many of these events.

### **Career enhancing information from the leading EDI research firm!**

The EDI Reporter is published by INPUT, a highly respected, independent research firm. We have full-time, professionally qualified consultants in California, New York, Washington, D.C., and Europe, with correspondents and readers worldwide. The EDI Reporter draws on our international communications and computer services research and, most specifically, ongoing focused EDI research. We are substantial and we are qualified.

A 12-month subscription is \$195 (international postage included). You will receive the latest U.S. and international news, EDI implementation briefs, the EDI Calendar of Events, seminar reports, interviews, highlights from our market studies, and, most importantly, an **insider's perspective on EDI** giving you **vital background information**--the nitty gritty of the industry--to help you make your EDI decisions with knowledge and with confidence. A subscription form is enclosed or you may telex, telephone, or fax your order to our London office. The numbers are listed in the postscript below.

....more



Letter #1  
JH 1/8/88

Dear Reader:

You are facing a major challenge. It is a challenge to the way you handle your most fundamental department and corporate functions. It's called **Electronic Data Interchange (EDI)**, the computerization of routine intercompany business documents such as purchase orders and invoices. In response to this challenge, people are filling EDI seminars, mulling EDI plans and wondering how EDI will change the way they do their jobs.

Increasing numbers of network service providers and new software companies are coming to sell you their "solution." Large users are telling their suppliers to get on the EDI bandwagon...or else. Companies of all sizes are deciding how they will comply and how they will gain a competitive advantage--will it be mainframe, mini-, or micro-based? What network (if any) and what standards?

There is no doubt about it--EDI is getting bigger. One of our network clients confided that if you annualized his increased revenue over two months late this year, his company would have a 1,000% growth rate! While it is unlikely (but not impossible) that such momentum will be sustained, the pattern is clear:

- EDI is **big news**.
- It will **change** the way you do business.
- In many industries, it will be **required**.
- **You need market-based information** to plan your response.

A cost effective way to keep on top is to subscribe to INPUT's EDI Reporter. Each month's issue of 8-12 pages contains insightful articles, news, and analysis:

- **Interviews** with network and software vendors about their products and the market for them.
- **Mini case studies** describing real life EDI implementations.
- **Backgrounders** on EDI enhancements and future directions.
- A comprehensive **calendar of EDI seminars**, association meetings, and international conferences, with reports on many of these events.

.....more



Back of  
letter #1

**Career enhancing information  
from the leading EDI research firm!**

The EDI Reporter is published by INPUT, a highly respected, independent research firm. We have full-time, professionally qualified consultants in California, New York, Washington, D.C., and Europe, with correspondents and readers worldwide. The EDI Reporter draws on our international communications and computer services research and, most specifically, ongoing focused EDI research. We are substantial and we are qualified.

A 12-month subscription is \$195. You will receive the latest U.S. and international news, EDI implementation briefs, the EDI Calendar of Events, seminar reports, interviews, highlights from our market studies, and, most importantly, **an insider's perspective on EDI** giving you **vital background information**--the nitty gritty of the industry--to help you make your EDI decisions with knowledge and with confidence. A business reply order form is enclosed.

If you are serious about EDI, you will appreciate, and look forward to receiving, the EDI Reporter each month. Let us hear from you soon.

Sincerely,



Victor S. Wheatman  
Manager, EDI Planning Service

P.S. Now is a particularly opportune time to subscribe. To better reflect the value contained in its pages, INPUT's Executive Committee has approved a substantial price increase for the EDI Reporter effective with the new year. Subscribe (or renew) now to lock in a career enhancing investment in EDI information. Return your order form immediately or, for faster service, call our offices: (415) 961-3300 in California or (201) 299-6999 in New Jersey.

